

FSC-177-A		10/22/96	
SUBJECT: DORAL Workplan POS Changeover/ Order Form Request			
Response Required? <u> X </u> Yes			
Date Required: <u>Sales/Retail Representatives - December 2</u> <u>ROU - December 6</u>			
DISTRIBUTION:			
<u> X </u> AVP	<u> X </u> KAM	<u> </u> DM	
<u> X </u> RSM	<u> X </u> AM	<u> </u> RM	
<u> X </u> RBM	<u> X </u> Reg.Mil./DF Mgr.	<u> </u> MIL	
<u> X </u> ROM	<u> X </u> AE	<u> </u> REP	

In 1997, DORAL has one workplan POS changeover scheduled during the April workplan period. Crisp execution of this changeover is essential to continue building a "big brand" image at retail and position DORAL as the quality leader of the savings segment. The new DORAL workplan POS provides a fresh look at retail by contemporizing the DORAL "Red Bar" icon.

Outlined below are retail presence objectives for the April DORAL changeover:

- Replace all existing DORAL Workplan POS with new DORAL workplan POS in pack and carton outlets.
- Create dominant "big brand" image with:
 - consistent look on all retail advertising
 - right message at retail for DORAL
 - prominent positioning of DORAL POS at retail

To provide you with the necessary amount of DORAL workplan POS, attached is a POS order form for Retail and Sales Representatives. While surveying retail accounts for your April POS quantities, please be sure to build in enough quantities to last through December 1997.

Please ensure Sales/Retail Representatives manually record their POS within the timeline detailed below:

- October 28 - December 2 Retail/Sales Representatives survey assignments via order form (Attachment 1). Upon completion, forward to ROU ASAP.
- December 2 - December 6 System module open for order entry at region level. (Refer to Function 401 in SMS to place assignment orders.)
- December 9 Orders finalized at national level for April DORAL workplan POS.
- March 10 Begin shipment of April DORAL workplan POS to designated Field locations.
- Week of March 17 April DORAL workplan POS arrival in Field.
- March 31 - May 2 April DORAL workplan POS changeover DTS.

Program Contacts: Steven O'Leary, extension #3466
Russell Reams, extension #0391

R. J. REYNOLDS TOBACCO COMPANY

51855 3170

ORDER FORM
DORAL Changeover - March 31 - May 2

Retail/Sales Representative:

Employee #:

Division Assignment:

Item #	SKU Pack	Item Description	Quantity
• DORAL Transparencies			
523700		24" Enhanced Canopy Transparency	
523703		Large Package Merchandiser Transparency	
523712		28" Canopy Transparency	
523715		36" Enhanced Canopy Transparency	
523730		19" Canopy Transparency	
523832		Large PPD Transparency	
523823		20-Column Transparency	
• DORAL Paper Pieces			
523721		28" Canopy Card	
523763		19" Canopy Card	
523724		Large Package Merchandiser Card	
523745		Small Package Merchandiser Card	
523754		12" Header Card	
523772		Small PPD Card	
523760		Extended Channel Strip	
523781		Folded Shelf Strip	
523751		Channel Strip	
523820		Large PPD Card	

51855 3171